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 Berthier Ribeiro-Neto, Marco Cristo, Paulo B. Golgher, Edleno Silva de Moura  
 August 2005 **SIGIR '05**: Proceedings of the 28th annual international ACM development in information retrieval

**Publisher:** ACM [Request Permissions](#)

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The current boom of the Web is associated with the revenues originatec advertising is dominant, the association of ads with a Web page (during important. In this work, ...

**Keywords:** Bayesian networks, advertising, kNN, web

- 2 [Finding keyword from online broadcasting content for targeted adver](#)  
 Hua Li, Duo Zhang, Jian Hu, Hua-Jun Zeng, Zheng Chen  
 August 2007 **ADKDD '07**: Proceedings of the 1st international workshop o advertising

**Publisher:** ACM [Request Permissions](#)

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**Bibliometrics:** Downloads (6 Weeks): 13, Downloads (12 Months): 123, Downl

Content targeted advertising has been a successful way of delivering ad find keywords from the webpage a user is browsing. However, existing keywords from online ...

**Keywords:** information extraction, keyword extraction, sequential patt


- 3 [Targeted advertising with inventory management](#)  
 David Maxwell Chickering, David Heckerman  
 October 2000 **EC '00**: Proceedings of the 2nd ACM conference on Electronic  
**Publisher:** ACM [Request Permissions](#)  
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**Bibliometrics:** Downloads (6 Weeks): 1, Downloads (12 Months): 24, Downloa

- 4 [Probabilistic latent semantic user segmentation for behavioral target](#)




**Keywords:** advertising, pervasive computing, privacy, security, symbic

8 [Argo: intelligent advertising by mining a user's interest from his photo](#)

 Xin-Jing Wang, Mo Yu, Lei Zhang, Rui Cai, Wei-Ying Ma  
June 2009 **ADKDD '09: Proceedings of the Third International Workshop on Advertising**

**Publisher:** ACM  [Request Permissions](#)

Full text available:  [Pdf](#) (1.73 MB)


**Additional Information:** [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 20, Downloads (12 Months): 105, Downloads


In this paper, we introduce a system named Argo which provides intelligent collections. Based on the intuition that user-generated photos imply user targeted ads, ...

**Keywords:** image understanding, photo monetization, user interest mining

9 [An investigation into search engines as a form of targeted advertisement](#)

 Melius Weideman, Timothy Haig-Smith  
September 2002 **SAICSIT '02: Proceedings of the 2002 annual research conference for computer scientists and information technologists on Enabling**

**Publisher:** South African Institute for Computer Scientists and Information Technologists

Full text available:  [Pdf](#) (100.23 KB)


**Additional Information:** [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 10, Downloads (12 Months): 70, Downloads

The process of marketing encompasses three functions: to inform, to persuade, and to signify a dawn of a new age of marketing; a low cost form of marketing further be said ...

**Keywords:** interface, internet, search engine, searching

10 [Finding advertising keywords on video scripts](#)

 Jung-Tae Lee, Hyungdong Lee, Hee-Seon Park, Young-In Song, Hae-Chang  
July 2009 **SIGIR '09: Proceedings of the 32nd international ACM SIGIR conference on Information retrieval**

**Publisher:** ACM

Full text available:  [Pdf](#) (338.58 KB)


**Additional Information:** [full citation](#), [abstract](#)


**Bibliometrics:** Downloads (6 Weeks): 14, Downloads (12 Months): 170, Downloads

A key to success to contextual in-video advertising is finding advertising keywords. There has been little literature in the area so far. This paper presents so system that ...

**Keywords:** contextual in-video advertising, keyword extraction


11 [How much can behavioral targeting help online advertising?](#)

 Jun Yan, Ning Liu, Gang Wang, Wen Zhang, Yun Jiang, Zheng Chen  
April 2009 **WWW '09: Proceedings of the 18th international conference on World Wide Web**

**Publisher:** ACMFull text available:  Pdf (3.34 MB)Additional Information: [full citation](#), [abstract](#)**Bibliometrics:** Downloads (6 Weeks): 60, Downloads (12 Months): 391, Download

Behavioral Targeting (BT) is a technique used by online advertisers to it is playing an increasingly important role in the online advertising market when looking ...


**Keywords:** behavioral targeting (bt), click-through rate (ctr), online advertising**12 Learning to advertise**


 Anisio Lacerda, Marco Cristo, Marcos André Gonçalves, Wenguo Fan, Nivio Ziviani  
August 2006 **SIGIR '06: Proceedings of the 29th annual international ACM SIGIR conference on Information and Document Analysis**

**Publisher:** ACM Full text available:  Pdf (377.53 KB)Additional Information: [full citation](#), [abstract](#)**Bibliometrics:** Downloads (6 Weeks): 26, Downloads (12 Months): 217, Download

Content-targeted advertising, the task of automatically associating ads with user interests, has become a central part of many online advertising monetization strategies nowadays. Further, it introduces new challenging questions. For instance, how ...


**Keywords:** genetic programming, web advertising**13 Fighting online click-fraud using bluff ads**


 Hamed Haddadi  
April 2010 **SIGCOMM Computer Communication Review**, Volume 40 Issue 1

**Publisher:** ACMFull text available:  Pdf (227.36 KB)Additional Information: [full citation](#), [abstract](#)**Bibliometrics:** Downloads (6 Weeks): 31, Downloads (12 Months): 39, Download

Online advertising is currently the richest source of revenue for many Internet businesses, specialized websites and modern profiling techniques have increased the effectiveness of advertising. However, the presence of ad brokers from ...

**Keywords:** advertising, click-fraud**14 Shaping how advertisers see me: user views on implicit and explicit advertising**

 Dagmar Kern, Michael Harding, Oliver Storz, Nigel Davis, Albrecht Schmidt  
April 2008 **CHI '08: extended abstracts on Human factors in computing systems**

**Publisher:** ACM Full text available:  Pdf (503.90 KB)Additional Information: [full citation](#), [abstract](#)**Bibliometrics:** Downloads (6 Weeks): 19, Downloads (12 Months): 122, Download


Public electronic displays are increasingly used for advertising. In a drive to increase the effectiveness of advertising, advertisers and researchers are exploring the creation of systems that take into account the user's context when displaying ads ...

**Keywords:** advertising, privacy, public displays, user profiles

# 15 Scalable ranked publish/subscribe

Ashwin Machanavajjhala, Erik Vee, Minos Garofalakis, Jayavel Shanmugasundaram  
August 2008 **Proceedings of the VLDB Endowment**, Volume 1 Issue 1

**Publisher:** VLDB Endowment

Full text available:  Pdf (577.85 KB)

Additional Information: [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 8, Downloads (12 Months): 60, Downloads (Since Publication): 100


Publish/subscribe (pub/sub) systems are designed to efficiently match the needs of subscriptions (e.g., trader profiles specifying quotes of interest). How to design simple binary ...

# 16 A Design of Client Side Information Management Method for Web Site

Hajime Hotta, Takashi Nozawa, Masafumi Hagiwara

November 2007 **WI-IATW '07: Proceedings of the 2007 IEEE/WIC/ACM International Conference on Intelligent Agent Technology - Workshops**

**Publisher:** IEEE Computer Society

Full text available:  Pdf (384.88 KB)

Additional Information: [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 3, Downloads (12 Months): 3, Downloads (Since Publication): 10

In this paper, we propose a client side information management method for web site personalization is one of the most challenging topics of the web technology (landing page optimization). ...


**Keywords:** MasuupperpersonalizationHTTP Cookie

# 17 Stopping spyware at the gate: a user study of privacy, notice and sp



Nathaniel Good, Rachna Dhamija, Jens Grossklags, David Thaw, Steven Aravamudan  
July 2005 **SOUPS '05: Proceedings of the 2005 symposium on Usable Security**

**Publisher:** ACM

Full text available:  Pdf (395.23 KB)

Additional Information: [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 14, Downloads (12 Months): 126, Downloads (Since Publication): 100

Spyware is a significant problem for most computer users. The term "spyware" is computer software. This type of software may track user activities online and engage in other types ...


**Keywords:** EULA, ToS, end user license agreement, notice, privacy, security

# 18 On-line discovery of hot motion paths



Dimitris Sacharidis, Kostas Patroumpas, Manolis Terrovitis, Verena Kantere, Sotiris Nikiteas  
March 2008 **EDBT '08: Proceedings of the 11th international conference on Database technology**

**Publisher:** ACM


Full text available:  Pdf (778.14 KB)

Additional Information: [full citation](#), [abstract](#)


**Bibliometrics:** Downloads (6 Weeks): 7, Downloads (12 Months): 73, Downloads (Since Publication): 100

We consider an environment of numerous moving objects, equipped with communicating with a central coordinator. In this setting, we investigate, i.e., routes frequently ...

#### 19 Multi-scale characterization of social network dynamics in the blogos

 Munmun De Choudhury, Hari Sundaram, Ajita John, Dorée Duncan, Seligma  
October 2008 **CIKM '08**: Proceeding of the 17th ACM conference on Inform

**Publisher:** ACM  [Request Permissions](#)

Full text available:  Pdf (338.06 KB)


[Additional Information: full citation, ab](#)

**Bibliometrics:** Downloads (6 Weeks): 7, Downloads (12 Months): 92, Downloa


We have developed a computational framework to characterize social ne group and community levels. Such characterization could be used by co to track the ...

**Keywords:** blogosphere, community, multi-scale characterization, soci

#### 20 Can blog communication dynamics be correlated with stock market s

 Munmun De Choudhury, Hari Sundaram, Ajita John, Dorée Duncan, Seligma  
June 2008 **HT '08**: Proceedings of the nineteenth ACM conference on Hy

**Publisher:** ACM  [Request Permissions](#)

Full text available:  Pdf (456.87 KB)

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**Bibliometrics:** Downloads (6 Weeks): 16, Downloads (12 Months): 117, Downl

In this paper, we develop a simple model to study and analyze commun these dynamics to determine interesting correlations with stock market advertising on the web as well ...

**Keywords:** blogosphere, communication dynamics, information roles, s regression

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